

PHILIP MORRIS U.S.A.

INTER-OFFICE CO

120 PARK AVENUE

file

TO: David Beran

DATE: November 2045716471

FROM: Jeanne Bonhomme

cc: C. Lew

SUBJECT: Reasons for Switching to Marlboro Ultra Lights  
From Marlboro Full-Flavor

To shed light on the question you raised as to why some Marlboro Full Flavor smokers are switching to Marlboro Ultra Lights the 39 former Marlboro Full-Flavor smokers found in the In Store Study were recontacted by telephone.

I anticipated being able to re-interview half the original respondents. To date, we have re-interviewed 15 of the 39 smokers (38%). There are six potentials and the remaining for the most part either refused to answer the questions or provided us with no or the wrong phone number or name at the time of the original interview.

Of the sixteen interviews conducted seven of the Marlboro Full Flavor smokers never tried Marlboro Lights. The verbatim responses are attached for your review.

JB/et  
Attachment

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